

# ORDER

Orders	Order / Rev:	707366				
	Alt Order #:	06284296				
	Product Desc:	OBAMA SKED A				
	Estimate:	1621				
	Flight Dates:	08/17/12 - 08/23/12		Primary AE:	Joe Knauer	
	Original Date / Rev:	08/17/12 / 08/24/12		Sales Office:	T-WAS	
	Order Type:	Political		Sales Region:	NAT	
Agency	Name:	Greer Margolis Mitchell/ Pol				
	Buying Contact:			Billing Type:	Cash	
	Billing Contact:			Billing Calendar:	Broadcast	
		3050 K St NW		Billing Cycle:	WEEKLY	
		Washington, DC 20007		Agency Commission:	15%	
Advertiser	Name:	Obama/D/President				
	Demographic:	A35+		New Business Thru:		
	Product Codes:	PL-Presidential,Political,PL-Federal		Order Separation:	00:15:00	
	Priority:	P-2		Advertiser External ID:		
	Revenue Codes:	AGY, GEN, POL		Agency External ID:		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/13/12	08/19/12	8	\$4,700.00	\$3,995.00	August 2012	62	\$44,100.00	\$37,485.00	0.00
08/20/12	08/26/12	54	\$39,400.00	\$33,490.00	Totals	62	\$44,100.00	\$37,485.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	30%	\$44,100.00
Market	100%	\$147,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$1,470.00
WEWS	20%	\$29,400.00
WJW	28%	\$41,160.00
WOIO	19%	\$27,930.00
WUAB	2%	\$2,940.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/20/12	08/23/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWT---	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWT---		4				\$500.00		0.00			
N 2	WKYC	08/20/12	08/23/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWT---	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWT---		2				\$250.00		0.00			
N 3	WKYC	08/20/12	08/23/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWT---	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWT---		4				\$750.00		0.00			



WKYC

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Advertiser: Obama/D/President  
Product Desc: OBAMA SKED A  
Estimate: 1621

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Advertiser: Obama/D/President  
Product Desc: OBAMA SKED A  
Estimate: 1621

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	WKYC	08/20/12	08/23/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTWT---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWT---		1	\$3,000.00			0.00					
N19	WKYC	08/20/12	08/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWT---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWT---		1	\$2,000.00			0.00					
N20	WKYC	08/20/12	08/23/12	Mon Prime A Mon Prime A	CM	8p-9p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1	\$3,500.00			0.00					
N21	WKYC	08/20/12	08/23/12	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1	\$2,500.00			0.00					
N22	WKYC	08/18/12	08/18/12	Sa-Su 10a-6p Weekend Rotator	CM	1030a-6p (1:00 PM-3:00 PM)	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1	\$500.00			0.00					
N23	WKYC	08/18/12	08/18/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1	\$950.00			0.00					
N24	WKYC	08/18/12	08/18/12	Sa-Su 10a-6p Weekend Rotator	CM	1030a-6p (3:00 PM-4:00 PM)	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1	\$500.00			0.00					
N25	WKYC	08/18/12	08/18/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1	\$500.00			0.00					
N26	WKYC	08/19/12	08/19/12	Golden Opportunities Golden Opportunities	CM	Golden Opportunit-	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1	\$200.00			0.00					
N27	WKYC	08/19/12	08/19/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1	\$550.00			0.00					
N28	WKYC	08/19/12	08/19/12	Sun 1-2x Whacked Out Sports	CM	1x-2x (1:30 XM-2:00 XM)	-----S	:30	1	\$75.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1	\$75.00			0.00					
<u>Spot</u>															
<u>Ch</u>															
<u>Date Range</u>															
1 WKYC 08/13/12-08/19/12 Sun 1-2x															
<u>Description</u>															
<u>Start/End Time</u>															
1x-2x (1:30 XM-2:00 XM)															
<u>Weekdays</u>															
-----S															
<u>Length</u>															
:30															
<u>Rate</u>															
\$75.00															
<u>Rtg</u>															
0.00															
<u>Type</u>															
NM															
<u>Credited</u>															
[Historical Unresolved Spot Clean Up]															
N29	WKYC	08/19/12	08/19/12	Indians Tonight Indians Tonight	CM	11:35-12:05xm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1	\$500.00			0.00					
N30	WKYC	08/19/12	08/19/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1	\$1,000.00			0.00					

Totals

62

\$44,100.00